WHAT IS CLAIMED IS:

1. A method of obtaining and processing orders for full color printing, said method comprising the steps of:

(a) supplying to a customer a job configuration and price calculator;

5   (b) calculating automatically a price quote as said customer selects configuration options;

(c) displaying automatically said price quote; and

(d) obtaining from said customer a digital graphic layout or image file to be printed.

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2. The method of claim 1 wherein said steps of calculating and displaying are substantially instantaneous as said customer selects configuration options.

3. The method of claim 1 wherein said steps of calculating and
15   displaying may be done repetitively.

4. The method of claim 1 wherein said steps of calculating and displaying are done without querying a service provider's server.

20   5. The method of claim 1, further comprising the step of converting said digital graphic layout or image file to a format compatible with a full color printing system.

6. The method of claim 1 further comprising the step of preparing
25   said digital graphic layout or image file for full color printing.

7. The method of claim 1, further comprising the steps of creating a proof and obtaining approval from said customer of said proof.

8.   The method of claim 7 further comprising the step of allowing access to said proof over an electronic communication medium.

9.   The method of claim 1, further comprising the step of obtaining payment from said customer.

10.   The method of claim 1, further comprising the steps of printing said file and delivering printed material to said customer.

11.   The method of claim 1, wherein each of the steps (a)-(d) may be completed electronically through use of a global information and communication network.

12.   A full color printing request and fulfillment system for use over an electronic communication medium, said system comprising:

(a)   a client system including an electronic communication medium interface for communicating with a customer over said electronic communication medium, a job configuration and price calculator, a proofing server, and a data storage medium;

(b)   said job configuration and price calculator incorporated into a Web page that allows said customer to instantaneously generate pricing;

(c)   said client system programmed to receive a digital graphic layout or image file over said electronic communication medium interface and store said digital graphic layout or image file on said data storage medium;

(d)   a proof module for preparing said digital graphic layout or image file for full color printing and creating a proof;

(e)   said proofing server programmed to receive said proof from said proof module, store said proof on said data storage medium, and

allow access to said proof over said electronic communication medium interface; and

(f)   a printer for printing a final product.

5   13.   The system of claim 12, wherein said electronic communication medium is the Internet.

14.   The system of claim 12, wherein said digital graphic layout or image file is in RGB format.

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15.   The system of claim 12 wherein said printer is a commercial offset lithographic printing press.

16.   The system of claim 12 wherein said printer is a digital press.

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17.   A method of obtaining and processing orders for printing, said method comprising the steps of:

(a)   using a pricing engine, calculating a price quote as a customer selects pricing options;

20   (b)   displaying said price quote;

(c)   obtaining from customer a digital graphic layout or image file; and

(d)   printing said digital graphic layout or image file.

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